

Past, Present, and Future

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Global Problem, Global Solution

# SmartWay Transport Partnership:

## Best Practices for Sustainable Goods Movement

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### ○ **What is SmartWay?**

- *Successful government/industry collaboration*
- *Voluntarily achieves improved fuel efficiency*
- *Reduces environmental impacts from freight transport*

### ○ **Partnership Categories**

- *Carriers*
- *Shippers*
- *Logistics*
- *Rail*

### **Partners use models to:**

- *Benchmark freight operations*
- *Measure transportation footprint*
- *Identify technologies & strategies to reduce emissions*
- *Track emissions reductions and project improvement*

### **Equipment Manufacturers**

- *SmartWay certified cars and trucks*
  - *Auto manufacturers*
  - *Tractor manufacturers*
  - *Trailer manufacturers*

# How Does SmartWay Work?

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## ○ Shippers:

- *Top of the supply chain, drive marketplace demand*
- *Give preferred status to SmartWay Carrier Partners*
- *Get better data to improve their own shipping operations*
- *Modify logistics operations to improve efficiency & reduce emissions, for example:*
  - *Inter-modal Shipping*
  - *Full Truck Loads*
  - *Warehouse Improvements*
  - *Idle-Reduction at Docks*
- *Get recognition and PR value with SmartWay brand*

## ● Carriers:

- *Gain competitive advantage:*
  - *Preferred status, plus*
  - *Fuel efficiency, savings*
- *Reduce emissions*
- *Integrate fuel saving technologies and strategies into fleets, such as:*
  - *Idle Reduction*
  - *Improved Aerodynamics*
  - *Efficient Tire Systems*
  - *Driver Training*
  - *Renewable Fuels*
  - *Advanced Lubricants*
- *Get recognition and PR value with SmartWay brand*

# Public Recognition

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- *The SmartWay Transport logo*
  - *The EPA SmartWay logo is a mark of cleaner transportation*
  - *The SmartWay Transport Partner logo identifies the Partner as a responsible corporate citizen and environmental steward*
- *SmartWay Excellence Awards*



# SmartWay Timeline 2001 - 2004

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## **2001**

- *Initial discussions to develop Ground Freight Transportation Initiative*
- *“Industry Options for Improving Ground Freight Fuel Efficiency” Report*

## **2002**

- *Industry Responds to initial SmartWay concepts*
- *Charter Partners join*
- *Joint Design and Development of Program*

## **2003**

- *Model Development, Partnership Requirements, Marketing & Outreach*
- *Program Launch Planning*

## **2004**

- *SmartWay Program Launch – February 2004*
- *PSA Campaign. Outreach and Recruiting Focus*
- *100 SmartWay Partners by year end*



# SmartWay Timeline 2005 - 2007

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## **2005**

- *Recruiting Focus - 300 Partners by year end*
- *New Partnership Categories created – Affiliates and Logistics*
- *EPA and NRCAN Memorandum of Understanding*

## **2006**

- *Partner Management Focus*
- *Approaching 500 Partners*
- *Tool Development, Program Expansion and Refinement*
- *First Annual Awards*

## **2007**

- *Supply Chain Concepts Introduced*
- *Launched SmartWay Tractors and Trailers & Certified Vehicles*
- *SmartWay Finance Center Opens*
- *Second Annual Awards*
- *Accelerating Partner Growth- 800 Partners*

# SmartWay Timeline 2008 - 2009

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## **2008**

- *Over 1,200 Partners*
- *Record Fuel prices*
- *Heavy-Duty Fuel Economy Test Program*
- *SmartWay 2.0 Supply Chain development*
- *Package Labeling Pilots*
- *Consumer Awareness Marketing*
- *US/Canada Partner Networking Forum*
- *Launch Partner Webinar Series*

## **2009**

- *Transition to SmartWay 2.0 Supply Chain*
- *Design and Development of all SmartWay 2.0 program elements*
- *Ongoing Partner Involvement in Design Process*
- *SmartWay 2.0 ready to go online Dec 31*

# The SmartWay Vision for Green Supply Chain

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- *Minimizing CO2 production in global supply chains is a prime determinant in freight transportation decisions*
- *Full transparency exists in freight management carbon decision-making*
- *SmartWay carriers are enabled with better benchmarking tools*
- *Universal usage of a global database of company emission factors*
- *“SmartWay” Programs exist in all major industrialized countries*





# The Demand

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- Demand for Multimodal CO2 Model from Industry
  - Demand for CO2 inventory (footprint)
  - Some interest in NOx and PM
  - Also demand for efficiency measurement & optimization
  
- Stakeholders are asking EPA to take lead role
  - Desire for a Federal program
  - Desire for multi-modal program
  - Desire for a consistent, *global* methodology
  
- Climate is High Profile now
  - Industry needs to quickly inventory, benchmark, and achieve improvements
  - Energy security and energy prices underscore urgency

# The SmartWay Response

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## ○ Emissions

- *Current systems use industry average emission rates*
- *SmartWay Supply Chain will be able to present data at the company level*
  - *Allow more refined inventories*
  - *Allow comparisons between providers*
  - *Allow for mode and provider Optimization*

## ○ Methods

- *Multiple systems currently exist*
- *SmartWay will provide a consistent methodology, means of collection, and storage of data:*
- *Globally accessible database*

## ○ Software

- *Current systems use stand-alone software*
- *SmartWay Supply Chain will integrate into existing software*
- *Also provide a stand-alone version*

## SmartWay as a Template for Global Freight Programs

- *A truly global Supply Chain model needs inputs from all countries*
  - *Representing local fuel usage, fuel economy, emissions, and efficiency*
  
- *Leading Shipper Partners asking for broader Partnership to cover their global supply chains:*
  - *Measurement -*
    - *Industry needs to assess CO2 “footprint”*
    - *Demand for multi-modal Supply Chain CO2 model*
  
- *Multiple countries and NGOs are now inquiring about implementing SmartWay programs abroad:*
  - *SmartWay-like programs already in Canada & Mexico*

# SmartWay Timeline ...the Future

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## **2010**

- *SmartWay 2.0 Launched*
- *All program Modes are Calibrated and Optimized*
- *Data for all Modes Expanded*

## **2012**

- *SmartWay Programs are Functional in all Major Industrialized Countries*
- *All Major shippers utilize SmartWay Transportation CO2 data*
- *All Major Logistics Software Companies incorporate nested SmartWay Data*

## **2015**

- *SmartWay Database covers All Global Transportation Movement*
- *Governments use the Database for Transportation CO2 programs*

## **2020**

- *We All Retire with a clear conscience, knowing we've done our part*



# Global Problem, Global Solution

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Join Us, Together We Can Make A Difference



# SmartWay<sup>SM</sup>

